

ORDER



Orders
Order / Rev: 165010
Alt Order #:
Product Desc: Martin Heinrich 10/08-10/14 Order
Estimate: 11648
Flight Dates: 10/08/12 - 10/25/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: GENERAL

KOB

Primary AE: Olivia Lawrence
Sales Office: KOB
Sales Region: Local

Agency
Name: Media Strategies & Research
Buying Contact: Suzanne Lorimer
Billing Contact:
 1580 Lincoln St Ste 510
 Denver, CO 80203-1507

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heinrich for Senate
Demographic: A35+
Product Codes: PL1
Priority: 99
Revenue Codes: AGY, POL, CAND

New Business Thru: 05/05/09
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	113	\$29,910.00	\$25,423.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	113	\$29,910.00	\$25,423.50	0.00
Totals	113	\$29,910.00	\$25,423.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	26%	\$29,910.00
Market	100%	\$115,038.46

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	9%	\$10,353.46
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	29%	\$33,361.15
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	36%	\$41,413.85
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

Print Date: 10/22/12 16:45:03 Page 2 of 4

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/08/12	10/14/12	News 4 Today I 5a-530a	CM	M-F 5a-530a MTWTF--	:30	5	\$125.00	4	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5		\$125.00			0.00			
2	All	10/08/12	10/14/12	News 4 Today I 530a-6a	CM	M-F 530a-6a MTWTF--	:30	5	\$300.00	3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5		\$300.00			0.00			
3	All	10/08/12	10/14/12	News 4 Today II 6a-7a	CM	M-F 6a-7a MTWTF--	:30	9	\$350.00	4	0.00	NM	9	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		9		\$350.00			0.00			
4	All	10/08/12	10/14/12	M-F Today Show	CM	M-F 7a-9a MTWTF--	:30	8	\$350.00	4	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		8		\$350.00			0.00			
5	All	10/08/12	10/14/12	Balloon Fiesta Coverage	CM	Sa/Su 7a-9a -----SS	:30	3	\$150.00	7	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----SS		3		\$150.00			0.00			
7	All	10/08/12	10/14/12	M-F Today Show II 9a	CM	M-F 9a-10a -T-T---	:30	2	\$200.00	3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-T---		2		\$200.00			0.00			
8	All	10/08/12	10/14/12	M-F Today Show III 10a	CM	M-F 10a-11a M-----	:30	1	\$125.00	4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1		\$125.00			0.00			
9	All	10/08/12	10/14/12	Who Wants to Be A Millionaire	CM	M-F 1130a-12p -T--F--	:30	2	\$75.00	6	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T--F--		2		\$75.00			0.00			
10	All	10/08/12	10/14/12	News 4 @ Midday M-F	CM	M-F 12noon-1p M-WTF--	:30	4	\$75.00	6	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-WTF--		4		\$75.00			0.00			
11	All	10/08/12	10/14/12	Days Of Our Lives 1p	CM	M-F 1p-2p MTWTF--	:30	5	\$125.00	6	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5		\$125.00			0.00			
12	All	10/08/12	10/14/12	Rachael Ray 2p	CM	M-F 2p-3p M-----	:30	1	\$75.00	6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1		\$75.00			0.00			
13	All	10/08/12	10/14/12	The Insider 3p	CM	M-F 3p-330p MTWTF--	:30	5	\$125.00	4	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5		\$125.00			0.00			
14	All	10/08/12	10/14/12	Inside Edition 330p	CM	M-F 330p-4p MTWTF--	:30	5	\$200.00	3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5		\$200.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	All	10/08/12	10/14/12	Judge Judy-P/ DR 4p/ 430M Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p MTWTF--	:30	9	\$75.006		0.00	NM	9	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		9		\$75.00			0.00			
16	All	10/08/12	10/14/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p MTWTF--	:30	6	\$225.006		0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		6		\$225.00			0.00			
17	All	10/08/12	10/14/12	NBC Nightly News NBC Nightly News	CM	M-F 530p-6p -TW-F--	:30	3	\$425.003		0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TW-F--		3		\$425.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	All	10/08/12-10/14/12	NBC Nightly News		M-F 530p-6p		-TW--F----	:30	(\$425.00)	0.00	NM		
				Credited										
				[Time period is not available]										
18	All	10/08/12	10/14/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p MTWTF--	:30	5	\$300.006		0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5		\$300.00			0.00			
19	All	10/08/12	10/14/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p MTWTF--	:30	5	\$300.006		0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5		\$300.00			0.00			
20	All	10/08/12	10/14/12	Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p	CM	M 7p-9p M-----	:30	1	\$1,200.002		0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1		\$1,200.00			0.00			
21	All	10/08/12	10/14/12	Tuesday Prime A Tuesday Prime A	CM	Tu 7p-8p -T-----	:30	1	\$900.003		0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1		\$900.00			0.00			
22	All	10/08/12	10/14/12	Wednesday Prime B Wednesday Prime B	CM	W 8p-9p --W----	:30	1	\$700.004		0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1		\$700.00			0.00			
23	All	10/08/12	10/14/12	Thursday Prime C Thursday Prime C	CM	Th 9p-10p ---T---	:30	1	\$700.004		0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1		\$700.00			0.00			
24	All	10/08/12	10/14/12	Friday Prime B Friday Prime B	CM	F 8p-9p ----F--	:30	1	\$600.004		0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1		\$600.00			0.00			
25	All	10/08/12	10/14/12	Saturday Prime A Satrunday Prime A	CM	Sa 7p-8p -----S-	:30	1	\$250.006		0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1		\$250.00			0.00			
26	All	10/08/12	10/14/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p MTWTF--	:30	10	\$400.006		0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		10		\$400.00			0.00			
27	All	10/08/12	10/14/12	News 4 @ 10p Sat News 4 @ 10p Sat	CM	Sa 10p-1030p -----S-	:30	1	\$400.006		0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1		\$400.00			0.00			
28	All	10/08/12	10/14/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p -----S	:30	1	\$400.006		0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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28	All	10/08/12	10/14/12	News 4 @ 10p Sun News 4 @ 10p Sun	CM	Su 10p-1035p -----S	:30	1	\$400.006		0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----S		1		\$400.00			0.00		
29	All	10/08/12	10/14/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135pMTWTF--	:30	5	\$245.003		0.00 NM	5	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 10/08/12	10/14/12	MTWTF--		5		\$245.00			0.00		
30	All	10/08/12	10/14/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a-T-T---	:30	2	\$55.006		0.00 NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 10/08/12	10/14/12	-T-T---		2		\$55.00			0.00		
31	All	10/08/12	10/14/12	Monday Prime C Monday Prime C	CM	M 9p-10p M-----	:30	1	\$800.004		0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 10/08/12	10/14/12	M-----		1		\$800.00			0.00		
32	All	10/08/12	10/14/12	M-F Today Show III 10a M-F Today Show III 10a	CM	M-F 10a-11a ----F--	:30	1	\$75.006		0.00 NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 10/08/12	10/14/12	----F--		1		\$75.00			0.00		
33	All	10/08/12	10/14/12	News 4 Weekend Balloon F. News 4 Weekend Balloon F.	CM	Sa/Su 5a-7a -----SS	:30	1	\$100.006		0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----SS		1		\$100.00			0.00		
34	All	10/08/12	10/14/12	Balloon Fiesta Coverage Balloon Fiesta Coverage	CM	Sa/Su 7a-9a -----S-	:30	1	\$250.006		0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----S-		1		\$250.00			0.00		
N35	All	10/25/12	10/25/12	M-F Today Show II 9a M-F Today Show II 9a	CM	M-F 9a-10a ---T---	:30	1	\$200.003		0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 10/22/12	10/28/12	---T---		1		\$200.00			0.00		
N36	All	10/25/12	10/25/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p ---T---	:30	1	\$300.006		0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 10/22/12	10/28/12	---T---		1		\$300.00			0.00		
Totals												113	\$29,910.00

*Tax 1 Note: ABQ 7%.